

REMARKS

In the non-final Office Action, the Examiner objected to claim 2 for a minor informality, rejected claims 1-3 and 14-31 under 35 U.S.C. § 102(b) as anticipated by Heumann (U.S. Patent Publication No. 2001/0034660); and rejected claims 4-13 under 35 U.S.C. § 103(a) as unpatentable over Heumann in view of Berkan et al. (U.S. Patent Publication No. 2003/0074353).

By this Amendment, Applicants cancel claims 2 and 15 without prejudice or disclaimer, and amend claims 1, 11, 16, 19, 20, 22-27, and 31 to improve form. Applicants respectfully traverse the Examiner's rejections under 35 U.S.C. §§ 102 and 103 with regard to the claims presented herein. Claims 1, 3-14, and 16-31 are pending.

*OBJECTION TO CLAIM*

In paragraph 1 of the Office Action, the Examiner objected to claim 2 for a minor informality. Applicants have canceled claim 2, thereby rendering the Examiner's objection moot.

Accordingly, Applicants respectfully request withdrawal of the objection to claim 2.

*REJECTION UNDER 35 U.S.C. § 102 BASED ON HEUMANN*

In paragraph 4 of the Office Action, the Examiner rejected pending claims 1, 3, 14, and 16-31 under 35 U.S.C. § 102(b) as allegedly anticipated by Heumann. Applicants respectfully traverse the rejection with regard to the claims presented herein.

A proper rejection under 35 U.S.C. § 102 requires that a single reference teach every aspect of the claimed invention. Any feature not directly taught must be inherently present. In other words, the identical invention must be shown in as complete detail as contained in the

claim. See M.P.E.P. § 2131. Heumann does not disclose or suggest the combination of features recited in claims 1, 3, 14, and 16-31.

Amended independent claim 1, for example, is directed to a method comprising receiving a search query; determining a location associated with the query; determining a location sensitivity score that reflects a location sensitivity associated with the query; determining topical scores for a set of documents based, at least in part, on the query; determining a distance score for each document in the set of documents based, at least in part, on a document location associated with the document, the location associated with the query, and the location sensitivity score; and ordering the set of documents as a function of both the topical scores of the set of documents and the distance scores of the set of documents.

Heumann does not disclose or suggest the combination of features recited in claim 1. For example, Heumann does not disclose or suggest determining a location sensitivity score that reflects a location sensitivity associated with the query. In fact, Heumann et al. discloses nothing remotely similar to a location sensitivity score.

Because Heumann does not disclose a location sensitivity score, Heumann cannot disclose or suggest determining a distance score for each document in the set of documents based, at least in part, on a document location associated with the document, the location associated with the query, and the location sensitivity score, as further recited in claim 1. Instead, Heumann simply discloses determining a distance from a user's location to the location of various product providers (paragraph 0015).

Because Heumann does not disclose or suggest determining a distance score, Heumann cannot disclose or suggest ordering the set of documents as a function of both the topical scores

of the set of documents and the distance scores of the set of documents, as further recited in claim 1. Instead, Heumann discloses using provider location and price to rank multiple product providers (paragraph 0015).

For at least these reasons, Applicants submit that claim 1 is not anticipated by Heumann. Claims 3, 14, and 16-18 depend from claim 1 and are, therefore, not anticipated by Heumann for at least the reasons given with regard to claim 1.

Amended independent claims 19 and 20 recite features similar to (yet possibly different in scope from) features recited in claim 1. Claims 19 and 20 are, therefore, not anticipated by Heumann for at least reasons similar to reasons given with regard to claim 1. Claim 21 depends from claim 20 and is, therefore, not anticipated by Heumann for at least the reasons given with regard to claim 20.

Amended independent claim 22 is directed to a method comprising receiving a search query; identifying a topic relating to the search query; determining location sensitivity data that reflects a location sensitivity of the identified topic; identifying a set of documents based, at least in part, on the search query; determining a location associated with at least one document in the set of documents; and ranking the at least one document in the set of documents based, at least in part, on the location associated with the at least one document and the location sensitivity data.

Heumann does not disclose or suggest the combination of features recited in claim 22. For example, Heumann does not disclose or suggest determining location sensitivity data that reflects a location sensitivity of a topic relating to a search query. In fact, Heumann et al. discloses nothing remotely similar to location sensitivity data.

Because Heumann does not disclose location sensitivity data, Heumann cannot disclose

or suggest ranking the at least one document in the set of documents based, at least in part, on the location associated with the at least one document and the location sensitivity data. Instead, Heumann simply discloses ranking product providers based on price and provider location (paragraph 0015).

For at least these reasons, Applicants submit that claim 22 is not anticipated by Heumann. Claims 23-26 depend from claim 22 and are, therefore, not anticipated by Heumann for at least the reasons given with regard to claim 22.

Amended independent claim 27 recites features similar to (yet possibly different in scope from) features recited in claims 1 and 22. Claim 27 is, therefore, not anticipated by Heumann for at least reasons similar to reasons given with regard to claims 1 and 22.

Independent claim 28 is directed to a method for presenting advertisements relevant to a target document. The method comprises analyzing the target document to identify a topic for the target document and a location associated with the target document; identifying targeting information for a plurality of advertisements; comparing the targeting information to the topic to identify a set of potential advertisements; determining a distance score for at least one advertisement in the set of potential advertisements using an advertiser location associated with the one advertisement and the location associated with the target document; ordering the set of potential advertisements based, at least in part, on the distance score of the at least one advertisement; and presenting at least some of the ordered set of potential advertisements.

Heumann does not disclose or suggest the combination of features recited in claim 28. For example, Heumann does not disclose or suggest comparing targeting information to a topic of a target document to identify a set of potential advertisements.

The Examiner alleged that Heumann discloses "comparing the targeting information for plurality of advertisements" and cited paragraph 0015 of Heumann for support (Office Action, page 6). Applicants respectfully submit that the Examiner addressed only a portion of the feature of claim 28. In other words, claim 28 does not recite comparing targeting information for a plurality of advertisements, but instead recites comparing targeting information to the topic for the target document to identify a set of potential advertisements. Accordingly, the Examiner did not establish a proper rejection under 35 U.S.C. § 102.

At paragraph 0015, Heumann discloses:

In step 24, additional information also may be retrieved by the server 13 from the product provider database 14. For example, the price of the desired product may be retrieved for communication to the user. Price and provider location may also be used to rank multiple product providers. For example, all product providers within a selected distance of the user's location may be ranked by distance from the user. Thus, the three nearest product providers may be determined, or all product providers within one half mile may be determined. Multiple product providers also may be ranked in order of price from lowest to highest.

In this section, Heumann discloses that multiple product providers may be ranked in order of price. The Examiner alleged that the "prices" in Heumann are equivalent to the "targeting information" recited in claim 28. With this interpretation in mind, nowhere in the above-identified section, or elsewhere, does Heumann disclose or remotely suggest comparing prices to the topic for a target document to identify a set of potential advertisements, as would be required by claim 28.

Because Heumann does not disclose or suggest comparing targeting information to a topic of a target document to identify a set of potential advertisements, Heumann cannot disclose or suggest determining a distance score for at least one advertisement in the set of potential advertisements, ordering the set of potential advertisements, or presenting at least some of the

ordered set of potential advertisements, as further recited in claim 28.

For at least these reasons, Applicants submit that claim 28 is not anticipated by Heumann. Claims 29 and 30 depend from claim 28 and are, therefore, not anticipated by Heumann for at least the reasons given with regard to claim 28.

Amended independent claim 31 is directed to a system for presenting advertisements relevant to a target document. The system comprises means for identifying a topic for the target document; means for identifying a location associated with the target document; means for identifying targeting information for a plurality of advertisements; means for identifying a set of potential advertisements based, at least in part, on the targeting information and the topic for the target document; means for determining a distance score for at least one advertisement in the set of potential advertisements using an advertiser location associated with the at least one advertisement and the location associated with the target document; means for ranking the set of potential advertisements based, at least in part, on the distance score of the at least one advertisement; and means for presenting at least one of the ranked set of potential advertisements within the target document.

Heumann does not disclose or suggest the combination of features recited in claim 31. For example, Heumann does not disclose or suggest means for presenting at least one of the ranked set of potential advertisements within a target document. In fact, Heumann does not disclose or suggest anything similar to presenting an advertisement within a document.

The Examiner did not specifically address this feature of claim 31. Therefore, the Examiner did not establish a proper case of anticipation with regard to claim 31.

For at least these reasons, Applicants submit that claim 31 is not anticipated by

Heumann.

Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 1, 3, 14, and 16-31 based on Heumann.

*REJECTION UNDER 35 U.S.C. § 103 BASED ON HEUMANN AND BERKAN ET AL.*

In paragraph 6 of the Office Action, the Examiner rejected claims 4-13 under 35 U.S.C. § 103(a) as allegedly unpatentable over Heumann in view of Berkan et al. Applicants respectfully traverse the rejection.

Claims 4-13 depend from claim 1. Without acquiescing in the Examiner's rejection of claims 4-13, Applicants respectfully submit that the disclosure of Berkan et al. does not cure the deficiencies in the disclosure of Heumann identified above with regard to claim 1. Therefore, claims 4-13 are patentable over Heumann and Berkan et al., whether taken alone or in any reasonable combination, for at least the reasons given with regard to claim 1.

Accordingly, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 4-13 based on Heumann and Berkan et al.

*CONCLUSION*

In view of the foregoing amendments and remarks, Applicants respectfully request the Examiner's reconsideration of the application and the timely allowance of the pending claims.

As Applicants' remarks with respect to the Examiner's rejections overcome the rejections, Applicants' silence as to certain assertions by the Examiner in the Office Action or certain requirements that may be applicable to such rejections (e.g., whether a reference constitutes prior art, motivation to combine references, etc.) is not a concession by Applicants that such assertions are accurate or that such requirements have been met, and Applicants reserve

the right to dispute these assertions/requirements in the future.

If the Examiner believes that the application is not now in condition for allowance, Applicants respectfully request that the Examiner contact the undersigned to discuss any outstanding issues.

To the extent necessary, a petition for an extension of time under 35 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account No. 50-1070 and please credit any excess fees to such deposit account.

Respectfully submitted,  
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